



# Illinois Department of Transportation

## Memorandum

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To: DIRECTORS, DEPUTY DIRECTORS, AND BUREAU CHIEFS  
From: Dianna L. Taylor  
Bureau Chief of Personnel Management  
Subject: Technical Vacancy  
Date: January 10, 2017

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Attached are the Position Summary Sheet and Position Description for the vacant technical position listed below. Please post this vacancy announcement January 11, 2017 in the designated areas.

The deadline for applicants to submit their names for consideration is **4:30 p.m.** on **Wednesday, January 25, 2017**. Applicants will not be accepted after that time and date.

**NOTE: Please be advised that if a high volume of applications are received, the applications may be screened to establish a smaller pool of applicants for interview. The screening will be based on the information contained in the application.**

All applicants will receive a position description for the position they are applying for. If you have any questions, please contact Jennifer Sunderland or Denise Hamilton at 217/782-5594.

TM V      User Experience (UX)/User Interface (UI) Designer  
Office of Communications  
Bureau of Communication Services  
Springfield

Attachments  
41399

Technical Applications (PM 1080 rev 9/19/16) **must be received** by the Bureau of Personnel Management, Room 113, 2300 South Dirksen Parkway, Springfield, IL 62764 (Fax# 217/557-3134) or emailed to [DOT.CO.BPM.EmploymentApplications@Illinois.gov](mailto:DOT.CO.BPM.EmploymentApplications@Illinois.gov) by **Wednesday, January 25, 2017, 4:30 p.m.** Please include address, daytime phone and position for which applying if not already listed on application. Applicants will be notified in writing to schedule interviews.

**NOTE: Please be advised that if a high volume of applications are received, the applications may be screened to establish a smaller pool of applicants for interview. The screening will be based on the information contained in the application.**



## Illinois Department of Transportation

An Equal Opportunity Employer

### Position Summary Sheet

<b>Classification:</b>	<b>Technical Manager V</b>	<b>Salary:</b>	<b>\$6,020 - \$8,115*</b>
<b>Position Title:</b>	<b>User Experience (UX)/User Interface (UI) Designer</b>	<b>Union Position:</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Position Number:</b>	<b>PW415-23-35-100-00-02</b>	<b>IPR#:</b>	<b>41399</b>

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#### Office/Central Bureau/District/Work Address:

Office of Communications/Bureau of Communications Services/2300 S. Dirksen Parkway, Springfield, IL

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#### Description Of Duties:

This position is accountable for developing, managing, and maintaining content across multiple websites. This position brings a user-centered design process to the department's online content as well as audits and analyzes content opportunities.

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#### Special Qualifications:

##### **Required:**

- Valid driver's license

##### **Desired:**

- Knowledge, skill and mental development equivalent to four years of college preferably with course work in graphic design, web programming, or software development
- Seven years' experience in graphic design, web programming, software development or web communication
- Minimum two years of hands-on experience in web production and/or content management systems
- Knowledge of HTML, HTML5, CSS, CSS3, web page layout and design, JavaScript
- Familiarity with web standards and best practices, design, visual design principles, concepts and techniques
- Expertise with standard user experience (UX) interaction
- Familiarity with e-newsletter systems and social media channels, basic search engine optimization and Google Analytics
- Excellent oral and written communication skills; attention to detail and a strong visual sense
- Ability to work effectively in a fast-paced, collaborative, deadline-driven environment and work independently and as part of a team
- Excellent time-management skills and the ability to manage multiple tasks at once
- An aptitude for understanding and discussing technical information in a simplified way

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#### Shift/Remarks:

8:00 am - 4:30 pm / Monday-Friday

\*Individual salary offers are computed based on an applicant's current position and experience level in comparison to the posted title as well as internal equity of staff in the organizational unit.

## POSITION DESCRIPTION

<b>DATE:</b>	August 2, 2016	<b>POSITION:</b>	User Experience (UX)/User Interface (UI) Designer
<b>APPROVED BY:</b>	Guy Tridgell	<b>OFFICE:</b>	Communications/Bureau of Communications Services
<b>CODE:</b>	PW415-23-35-200-00-02	<b>REPORTS TO:</b>	Bureau Chief

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### ***Position Purpose***

This position is accountable for developing, managing, and maintaining content across multiple websites. This position brings a user-centered design process to the department's online content as well as audits and analyzes content opportunities.

### ***Dimensions***

Primary content manager	1 website
Major project website	5-7 annually
Web user metric reports	4 annually

### ***Nature and Scope***

This position reports to the Bureau Chief of Communications Services.

The UX/UI Designer is responsible for assisting the Office of Communications executive staff on agency priorities by working across all offices to gather needed information for special projects. S/He ensures that project timelines and deliverables are met. This position analyzes existing processes for updating external websites and ensures certain existing and future processes and policies provide a sound basis for the continued maintenance of the department's online presence. The incumbent manages and implements content, graphics, audio, and video media for web delivery and creates and/or acquire new site content. This position rewrites, edits, and updates existing content across multiple sites; evaluates, prioritizes, and manages site content across multiple web properties; edits copy, proofreads, and approves all content. S/He assists in defining/managing schedule, and resources for site content as well as assist in site localization, quality assurance and approvals.

Typical challenges facing this position involve working with the department's various offices to understand how each will best be represented online and determining how to prioritize and organize online information in a logical manner. The greatest challenge of this position in ensuring external audiences are able to quickly find needed information on the department's external websites.

This position personally synthesizes content from various sources to create an ongoing, rich information experience for end users. The incumbent recommends, writes, and coordinates new content postings, conducts ongoing content maintenance, applies and updates metadata, and enhances content assets for search engine discovery. S/He conducts website content inventories, audits, and migrations; contributes and maintains content in databases and web applications; utilizes content management systems and databases; develops and implements web content strategies; and contributes to website redesign requirements, usability, and acceptance testing. The UX/UI Designer manages content development and delivery schedules; prepares analytical reports to demonstrate usage, identify gaps; and makes recommendations to create new content, drive search engine optimization, and improve end user engagement. The incumbent works with written

content, images, videos, analytics, and other media to produce/update websites; works efficiently within a content management system (CMS) to create and edit pages, with website designs and best practices for user experience (UX); provides thoughtful commentary on the appropriateness of content for a web environment; makes recommendations for content enhancements or editing; and ensures content adheres to industry best practices, search engine optimization (SEO), brand standards, and style guidelines. S/He performs quality assurance (QA) testing and implement necessary adjustments

This position exercises some latitude in decision-making; however, those decisions which hold major policy significance are referred to the director or bureau chief for approval. The incumbent is constrained by designated deadlines, state and federal statutes and departmental policies and procedures.

The incumbent has direct and frequent contact with all offices regarding the numerous functions and programs affected by the office's policies. The incumbent has day-to-day contact with the Bureau of Information Processing, directors, regional engineers and bureau chiefs, and must work with all staff levels. External contacts include the Department of Central Management Services and Illinois Department of Innovation and Technology.

The effectiveness of this position is measured by the degree of organization and ease of user experience of the department's web presence and by ensuring that the diverse array of the department's responsibilities are reflected online in a positive manner.

### ***Principal Accountabilities***

1. Provides accurate and comprehensive advice to the Director on administrative matters impacting the Department.
2. Develops and coordinates strategies improve website user interfaces ensuring that online resources achieve departmental goals and objectives.
3. Assists the bureau chief(s) and director in implementing decisions and directives.
4. Conducts special projects as assigned by the OoC executive management and provides timely, effective solutions to problems in the web environment.
5. Maintains effective liaison with groups and individuals with the department to further promulgate policies.
6. Performs other duties as assigned. Ensures compliance with departmental safety rules and practices. Performs all duties in a manner conducive to the fair and equitable treatment of all employees.
7. Performs other duties as assigned.